

## REMARKS

### I. Summary of the Office Action

Claims 51-52, 54-77, 79-102 and 104-125 have been rejected under 35 U.S.C. §102(e) as being unpatentable over Shoff et al. U.S. Patent No. 6,240,555 (hereinafter "Shoff").

Claims 53, 78 and 103 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Shoff in view of Davis et al. U.S. Patent No. 5,559,548 (hereinafter "Davis").

### II. Summary of Applicants' Reply

Applicants have amended claims 51, 58, 68, 76, 83, 93, 101, 108 and 118. Applicants have cancelled claims 57, 59, 82, 84, 107 and 109 without prejudice.

The Examiner's rejections are respectfully traversed.

Reconsideration of this application in light of the following remarks is respectfully requested.

### III. Applicants' Response to the Rejections of the Claims

Applicants wish to thank the Examiner for his time during the May 18, 2004 telephonic interview with the undersigned and Ms. Evelyn Mak. During the interview, independent claims 51, 76 and 101, and how applicants' invention was patentably distinct from Shoff, were discussed. The Examiner stated that there was a

distinction, but objected to applicants' use of the phrase "user takes actions" as being too broad. Accordingly, applicants agreed to amend the claims to more clearly define the aforementioned phrase.

Claims 51-52, 54-56, 58, 60-77, 79-81, 83, 85-102, 104-106, 108 and 110-125 have been rejected under 35 U.S.C. §102(e) as being unpatentable over Shoff. Claims 53, 78 and 103 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Shoff in view of Davis. Applicants have cancelled claims 57, 59, 82, 84, 107 and 109 without prejudice. Applicants have amended claims 51, 58, 68, 76, 83, 93, 101, 108 and 118. No new matter has been added and the amendments are fully supported by the original specification.

Applicants' system, method, and machine-readable media of independent claims 51, 76 and 101 are directed to an approach in which an interactive television program guide has "local memory" and "remote memory." The local memory is configured "to store program guide data for use by the interactive television program guide." The remote memory is configured "to store supplemental data for access by the interactive television program guide." The supplemental content, which may be stored in the local memory, may include detailed descriptions, biographies, video and audio clips, trivia and so forth (see, e.g., applicants' specification at page 19, lines 17-30).

"When a user's actions in navigating through the interactive television program guide are indicative of a potential upcoming need for a given portion of supplemental data, the system automatically supplies the given portion of the supplemental data from the remote memory to the interactive television program guide in advance of the upcoming need" (Amended independent claims 51, 76 and 101, emphasis added). In one embodiment, the user's actions in navigating through the interactive television program guide include browsing through programs in a program listing grid. In response, the program guide may transfer supplemental data for all programs displayed on the monitor from the remote memory to the local memory (see applicants' specification, FIG. 4; page 21, lines 1-19). In another embodiment, the user's actions in navigating through the interactive television program guide include browsing through an information screen for a given program. In response, the program guide may transfer supplemental data about the program from the remote memory to the local memory in anticipation that the user may click a "More Info" button (see applicants' specification, FIGS. 7-8; page 21, line 20 - page 22, line 11).

Unlike applicants' approach of independent claims 51, 76 and 101, Shoff does not show or suggest automatically supplying a given portion of the supplemental data from the remote memory in advance of an upcoming need "when a user's actions in navigating

through the interactive television program guide are indicative of the potential upcoming need" (emphasis added). Instead, Shoff requires that a viewer first tune to a channel. In response, a viewer computing unit consults an electronic program guide (EPG) to determine if the program on the tuned channel is interactive (see Shoff, FIG. 6; col. 3, lines 14-16; col. 8, line 62 to col. 9, line 1). Shoff does not show or suggest that supplemental data is transferred from the remote memory based on "a user's actions in navigating through the interactive television program guide" as recited in applicants' independent claims 51, 76 and 101.

Further, Shoff does not show or suggest a "remote memory being configured to store supplemental data for access by the interactive television program guide" and the system "automatically suppl[ying] the given portion of the supplemental data from the remote memory in advance of the upcoming need" as recited in applicants' independent claims 51, 76 and 101. Shoff distinguishes between a target specification and a target resource. "The target specification can be in the form of memory pointers, hyperlinks, URLs, or any other designation for referencing a location containing supplemental content" (see Shoff, column 6, lines 53-56). The target resource, by contrast, contains the supplemental content to enhance the television program (see Shoff, col. 3, lines 29-30). If a program is

interactive, the viewer computing unit retrieves the target specification from the EPG data structure and an Internet browser can be launched, using the target specification in the EPG to start the target resource. The supplemental content is displayed in response to the viewer activating an icon to enter the interactive mode or launching the Internet browser. (see Shoff, col. 3, lines 14-30; col. 9, lines 20-29). In Shoff, the target resource containing the supplemental content is retrieved and rendered by an Internet browser and not by the EPG. In addition, in Shoff, the supplemental content is retrieved from the remote memory in response to the viewer activating an icon to view the supplemental content or launching the Internet browser, and not in advance of an upcoming need.

For at least the reasons set forth above, applicants submit that independent claims 51, 76 and 101 are in condition for allowance. Claims 52-56, 58 and 60-75, which depend from independent claim 51, claims 77-81, 83 and 85-100, which depend from independent claim 76, and claims 102-106, 108 and 110-125, which depend from independent claim 101, are also in condition for allowance.

V. Conclusion

In view of the foregoing, applicants respectfully submit that this application is in condition for allowance.

Reconsideration and allowance of this application are respectfully requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Doug Oguss', is written over a horizontal line.

Douglas A. Oguss  
Registration No. 48,469  
Agent for Applicants

c/o FISH & NEAVE  
Customer Number 1473  
1251 Avenue of the Americas  
New York, N. Y. 10020  
(650) 617-4000  
(212) 596-9090 (fax)